

GENERAL FACT SHEET

BILL NUMBER

BRIEF TITLE	APPROVAL DEADLINE	REASON

DETAILS	POSITIONS/RECOMMENDATIONS	
	Sponsor	
	Program Departments, or Groups Affected	Management & Enhancement Business
	Applicants/ Proponents	Applicant City Department Other
Discussion (Including Relationship to other Council Actions)	Opponents	Groups or Individuals Basis of Opposition
	Staff Recommendations	" For " Against Reason Against
	Board or Commission Recommendation	BY " For " Against " No Action Taken " For with revisions or conditions (See Details column for conditions)
	CITY COUNCIL ACTIONS (For Council Use Only)	" Pass " Pass (As Amended) " Council Sub. " Without Recommendation " Hold " Do not Pass

DETAILS

POLICY/PROGRAM IMPACT

	POLICY OR PROGRAM CHANGE	<input checked="" type="checkbox"/> NO <input type="checkbox"/> YES _____ _____ _____	
	OPERATIONAL IMPACT ASSESSMENT	_____ _____ _____ _____	
	FINANCES		
	COST AND REVENUE PROJECTIONS	COST of total project:	\$ _____
		COST of this ordinance Resolution	\$ _____
		RELATED annual operating Costs	\$ _____
		INCREASE REVENUE EXPECTED/YEAR	\$ _____
SOURCE OF FUNDS	CITY		
	_____	\$ _____ % _____	
	_____	\$ _____ % _____	
	_____	\$ _____ % _____	
	NON CITY		
	_____	\$ _____ % _____	
		\$ _____ % _____	
		\$ _____ % _____	
BENEFIT COST			
<input type="checkbox"/> Front Foot <input type="checkbox"/> Square Foot		Average Assessment \$ _____ \$ _____	

APPLICABLE DATES:

July 23, 2000 - Introduction
 July 30, 2000 - Public Hearing & Action

FACT SHEET PREPARED BY:

Ronald L. Cane

REVIEW BY:

Dallas McGee



REFERENCE NUMBERS:



TO: Mayor Don Wesely
Lincoln City Council
Marc Wullschleger

FROM: Polly McMullen *PMM*

**SUBJECT: 2001-02 Proposed BID Budgets and
Program of Work**

DLA is pleased to submit our proposed budgets and work program for the upcoming fiscal year. These documents were reviewed and unanimously adopted by our Board of Directors on June 26. Both budgets are very similar to those submitted in previous years and are based on specifications outlined in the City's contract with DLA and in the ordinances creating the three BIDs. Each budget is preceded by a summary page highlighting significant changes from previous years.

As always, we welcome the opportunity to respond to questions or provide additional information. We appreciate your support of downtown Lincoln and value the strong partnership which exists between DLA and the City. It continues to be an exciting time for downtown and we look forward to continued progress in the upcoming year.

Downtown



Lincoln

ASSOCIATION

**Proposed 2001-2002
Maintenance and Management
BID Budgets
&
Program of Work**

**Downtown Lincoln Association
July, 2001**

Budget Assumptions

Proposed 2001-02 Maintenance BID

1. 3% increase in property owner assessments (down from 5% increase in last 3 fiscal years). The net increase in revenue will be \$4434.
2. \$5,000 from Replacement Plantings allocated to personnel costs per new city contract which allows up to \$15,000 from this budget category for maintenance staff support.
3. Personnel salaries / Benefits include:
 - A 25.8% increase in benefits, or \$5630, which includes funding for a new 401K plan with 6% employer contribution for 8 FTE maintenance workers vs. 3% current contribution to Simple IRA and a projected 11% increase in health insurance rates;
 - \$9600 contract with Community Alternatives, an agency serving developmentally disabled adults, for 3-day per week supervised workers to supplement our staff.

**Downtown Lincoln Association
Proposed Maintenance BID Budget
06/28/2001**

Category	2000-01 Budget	Proposed 2001-02
INCOME		
Property Owner Assessment*	176,123	181,657
City of Lincoln Maintenance Contribution	128,660	128,660
City of Lincoln Gen. Fund/Tree Replacement	75,000	75,000
Management Fee/City of Lincoln	18,000	18,000
StarTran Bus Stop Service Agreement	2,000	2,000
Parking Garage Landscape Service Agreement	12,000	12,000
LHDC Farmers' Market Service Agreement	3,800	3,100
Interest Income	1,200	800
TOTAL INCOME	\$ 416,783	\$421,217
EXPENSES		
Personnel Salaries/Benefits	247,111	254,446
Uniforms	4,160	2,370
Federal/PO/LHA Share Special Assessments	9,302	9,580
Holiday Installation, Repair & Maintenance	20,000	20,000
Insurance	2,800	3,390
Administrative Costs to DLA	18,000	20,000
Professional Fees	1,000	1,000
Professional Development	600	600
Landfill/Refuse	1,700	1,700
Rent	20,880	21,531
Utilities	6,030	6,400
Repairs/Supplies	10,200	10,200
Replacement Plantings**	75,000	70,000
Total Maintenance BID Expense	\$ 416,783	\$421,217

*3% increase - 60,940.530214 front ft. @ 2.980884/front ft. => \$181,657

**remaining \$5,000 applied to personnel costs

Budget Assumptions

Proposed 2001-02 Management BID

1. 3% increase in property owner assessments, net increase in new income is \$11,583.
2. \$1313 projected reduction in administration and support costs due to increased use of electronic media. This continues effort to reduce these costs which began with \$18,402 reduction in this same category in current year budget.
3. Two new line items in proposed CORE BID budget: \$2500 for April 2002 Downtown Technology Fair and \$15,000 for a proposed Downtown Housing Study to be carried out in partnership with the City and Antelope Valley.
4. Personnel Salaries / Benefits include:
 - Increasing Research Director Melissa Beecher's hours from 30 to 32 hours per week.
 - A 50.5% increase in benefits, or \$7626, which includes funding for new 401K plan with 6% employer contribution for 5 management staff vs. 3% current contribution to Simple IRA and an 11% increase in health insurance premium rates.

**DOWNTOWN LINCOLN ASSOCIATION
PROPOSED MANAGEMENT BID BUDGET
Sept. 1, 2001 - August 31, 2002**

06/28/2001

CATEGORY	2000-01 Budget	2001-02 Proposed
INCOME		
Property Owner Assessment-Downtown BID	247,392	254,813
Property Owner Assessment-Core Overlay BID	162,033	166,894
Transfer from Maintenance	18,000	20,000
Nonprofit Contributions	50,700	48,000
Interest Income	800	800
TOTAL INCOME	\$ 478,925	\$ 490,508
EXPENSES		
CATEGORY	2000-01 Budget	2001-02 Proposed
DOWNTOWN BID ACTIVITIES & IMPROVEMENTS		
PARKING & TRANSPORTATION INITIATIVES		
Personnel		
President (25%)	22,359	23,749
Communications Manager (25%)	12,630	12,773
Research Director (45%)	15,256	15,510
Total Personnel	\$50,244	\$ 52,032
Activities/Products		
Marketing, Promotion, and Special Parking Projects	11,000	11,519
Information and Referral Program	1,000	1,100
Issue Research and Education	495	595
Total Activities/Products	\$12,495	\$ 13,214
TOTAL PARKING & TRANSPORTATION INITIATIVES	\$62,739	\$ 65,246
ECONOMIC DEVELOPMENT		
Personnel		
President (20%)	17,887	18,999
Communications Manager (40%)	20,208	20,437
Research Director (55%)	15,256	18,956
Total Personnel	\$53,351	\$ 58,392
Activities/Products		
Consumer Marketing	15,000	16,321
Business Recruitment and Retention	6,520	3,310
Benchmarking Program	147	150
Small Business Assistance	1,500	2,000
Building Codes Task Force/Adaptive Reuse Projects	2,500	2,000
Total Activities/Products	\$25,667	23,781
TOTAL ECONOMIC DEVELOPMENT	\$79,018	\$ 82,173

18.81%

23.69%

CATEGORY	2000-01 Budget	2001-02 Proposed
COMMUNICATIONS & ADVOCACY		
Personnel		
President (20%)	17,887	18,999
Communications Manager (35%)	17,682	17,882
Administrative Assistant (50%)	11,243	12,218
Total Personnel	\$46,812	\$ 49,099
Activities/Products		
BID Newsletter	13,226	13,500
Business Directory and Map	17,513	18,108
Annual Meeting/Annual Report	1,500	1,500
Total Activities/Products	\$32,239	\$ 33,108
TOTAL COMMUNICATIONS & ADVOCACY	\$79,051	\$ 82,207

23.70%

TOTAL DOWNTOWN BID ACTIVITIES & IMPROVEMENTS	\$220,808	\$229,626
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CORE - ACTIVITIES & IMPROVEMENTS		
CORE AREA IMPROVEMENTS & PROMOTIONS		
Personnel		
President (25%)	22,359	23,749
Administrative Assistant (25%)	4,992	6,109
Total Personnel	\$27,350	\$ 29,858
Activities/Products - Year 1		
Facilitate Adaptive Reuse Projects	10,000	2,916
Visitor Attractions/Promotions	15,000	15,000
Replace Holiday Display & Lights	15,000	15,000
Replace Street Furniture - 13th St. O to P	15,000	15,000
Events Management Corp.	15,000	15,000
Downtown Technology Fair	0	2,500
Pershing Future Use Study	10,000	0
Downtown Housing Study	0	15,000
Public Spaces Entertainment/Events	5,389	6,967
Total Activities/Products	\$85,389	\$ 87,383
TOTAL CORE AREA IMPROVEMENTS & PROMOTIONS	\$112,739	\$ 117,241

33.80%

TOTAL BUDGET BEFORE MGMT & SUPPORT	\$ 333,547	\$ 346,867
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CATEGORY	2000-01 Budget	2001-02 Proposed
MANAGEMENT & SUPPORT		
Personnel:		
President (10%)	8,944	9,500
Director of Finance (100%) (64% of position paid by BID)	27,720	31,346
Administrative Asst. (25%) (88.5% of position paid by BID)	5,621	6,109
PT Office Asst. (100%)	3,264	2,611
Total Personnel	\$ 45,549	\$ 49,566
Fixed Costs:		
BID Interest/Admin. Costs	23,000	20,000
Rent	18,058	18,474
Corporate Insurance	2,466	3,206
Corporate Taxes/Licenses	1,598	1,320
Total Fixed Costs	\$ 45,122	\$ 43,000
Administration:		
Telephone & Utilities	6,810	6,500
Office Supplies	7,000	6,500
Postage	4,500	2,900
Copies	0	5,850
Dues/Subscriptions	1,200	1,500
Professional Development	5,000	5,500
Meeting Expense	2,500	2,500
Repairs & Maintenance	2,800	1,500
Furniture, Fixtures, & Equipment Lease	14,897	8,325
Furniture, Fixtures, & Equipment Purchase	2,500	2,500
Professional, Accounting, & Legal	7,500	7,500
Total Administration	\$ 54,707	\$ 51,075
TOTAL MANAGEMENT & SUPPORT	\$ 145,377	\$ 143,641
TOTAL BID BUDGET:		
DOWNTOWN, CORE AND MANAGEMENT	\$ 478,925	\$ 490,508

**DOWNTOWN LINCOLN ASSOCIATION
ANNUAL PROGRAM OF WORK
SEPTEMBER 2001 – AUGUST 2002**

DOWNTOWN BID PROGRAM PRIORITIES WITH BUDGET REQUIREMENTS

PARKING AND TRANSPORTATION INITIATIVES

1. Support City, UN-L, DLA coordinated marketing efforts to increase awareness of parking availability and locations.
2. Increase awareness of downtown parking programs and options for part-time workers.
3. Establish a parking information and referral database and program for downtown property owners and businesses.
4. Conduct issue research and education on parking and transportation needs, trends, options and coordinated responses including a possible downtown entertainment shuttle.

Total Parking Budget (includes staffing) \$65,246

ECONOMIC DEVELOPMENT

1. Continue investor marketing to developers, real estate brokers, prospective tenants and building owners.
2. Continue general consumer advertising to support and promote downtown.
3. Continue a "benchmarking" system to track progress in downtown development and BID Business Plan.
4. Research technical assistance and other needs of small business owners, especially retailers and identify appropriate support.
5. Continue efforts to facilitate reuse of downtown building stock, especially with regard to building code review.

Total Economic Development (includes staffing) \$82,173

COMMUNICATIONS AND ADVOCACY

1. Publish "Downtown Beat" newsletter on bi-monthly basis.
2. Update annually Downtown Business Directory and map.
3. Publish and disseminate annual report in conjunction with annual meeting.

Total Communications/Advocacy (including staff) \$82,207

TOTAL DOWNTOWN BID **\$229,626**

CORE OVERLAY BID PROGRAM PRIORITIES/BUDGET REQUIREMENTS

1. Facilitate adaptive reuse of underutilized core properties through feasibility studies, development plans, targeted recruitment strategies, etc.
2. Support efforts to bring additional visitors, meetings and conferences to downtown hotels and businesses.
3. Replace worn holiday lights and provide funding for installation of holiday displays.
4. Replace outdated benches and trash receptacles on south 13th Street, O to P, to compliment new plantings.
5. Provide support to downtown Events Management Corporation.
6. Provide funding for a Downtown Housing Study.
7. Continue to organize and provide funding for downtown public space entertainment events, including Foundation Garden Series, Holiday Lighting Event and Midweek Farmer's Market.
8. Organize and provide limited financial support for Downtown Technology Fair 2002.

Total Core Overlay Budget (includes staffing) \$87,383

TOTAL PROGRAMS BEFORE MANAGEMENT AND SUPPORT **\$317,009**

2001-2002 PRIORITIES WITHOUT SEPARATE BUDGET REQUIREMENTS

1. Support implementation of downtown parking study to address current and projected downtown parking needs.
2. Facilitate improved utilization of existing parking supply, especially privately-owned lots and structures.
3. Continue advocacy for priority development projects proposed in the 1998 "Investment Strategy for a Competitive Downtown," especially a downtown Entertainment Center, redevelopment of the Old Federal Building and increased residential choices.
4. Continue outreach, communication and accountability to downtown business and property owners through periodic meetings throughout district, distribution of "benchmarking" data and questionnaires soliciting feedback on services, issues and concerns.
5. Support efforts to beautify and enhance entryways into downtown, especially the I-180, 9th Street corridor.
6. Support efforts to examine, standardize and clearly define and broaden use of tax increment financing as a development tool.
7. Continue implementation of 1998 Downtown Tree Replacement Master Plan.
8. Continue to support the Antelope Valley project with special focus on east downtown development opportunities.
9. Continue to emphasize positive working relationships with all community organizations, including the Downtown Neighborhood Association, Lincoln Board of Realtors, Homebuilders Association of Lincoln, city, county and state governments, the Lincoln Haymarket Development Corporation, University of Nebraska-Lincoln, Lincoln Independent Business Association, Lincoln Chamber of Commerce, Neighborhoods, Inc., University of Nebraska Technology Development Center and local media.
10. Continue active involvement in city-wide initiatives which significantly impact downtown Lincoln, especially the Mayor's Technology Council, Economic "Futures" component of the Comprehensive Plan update, Entertainment Market Study and UNL "NU Directions" project to reduce binge drinking among students.